EU4Energy

Covenant of Mayors for Climate & Energy CoM East

Communication workshop for CoM East Signatories

'How to communicate the CoM to citizens'

Vinnytsya, Ukraine

Date: 13-15 November 2018

Venue: Ukraine, Vinnytsya, conference-hall in hotel "France" (Soborna Street, 34)

13 October 2018, Workshop for Group 1

CoM East promotional activities and communication channels

08:45-09:00 **Registration**

09:00-09:30 **Welcome addresses and introduction to the workshop**

- *Alina Tymoshyk, EU4Energy representative in Ukraine*
- *Oksana Kysil, CoM East Country expert in Ukraine*
- *Tatiana Derevyankina, CoM East communications manager*
- *Andriy Kyrchiv, Communications expert in Ukraine*

09:30 - 10:00 Participants introduction and sharing expectations

Session: Context of communication support to the Signatories: EU CoM initiative, New Covenant and CoM East

10:00-10:20 **Climate change mitigation and adaptation measures: energy efficiency, renewable energy sources**

- *Oksana Kysil, CoM East Country expert in Ukraine*

Q&A

10:20-10:40 **Presentation of the EU4Energy and CoM initiative, New Covenant and CoM East Project**

EU4Energy overview; CoM initiative, CoM East overall goal and objectives; CoM East core activities

- *Alina Tymoshyk, EU4Energy representative in Ukraine*
- *Tatiana Derevyankina, CoM East communications manager*

10:40–11:00 **CoM East developments in the country: current stay of play**

Local energy and climate policies development; CoM East Signatories' commitments; SECAPs development and implementation; progress monitoring

- *Oksana Kysil, CoM East Country expert in Ukraine*

Q&A

11:00-11.20 **Coffee break**

Session: How to communicate the Covenant to citizens?

11:20-13:00 **Planning CoM East raising awareness campaigns**

Dissemination activities, traditional, digital and social media relations, organisation of public events (incl. SEW, Energy Days, etc.), lessons learnt from SEW/Energy Days celebration in other countries(e.g. Belarus, Ukraine); increasing the EU, EU4Energy and CoM East visibility at public events

- *Tatiana Derevyankina, CoM East communications manager*

Q&A

13:00-14:00 **Lunch**

14:00-14:30 **Analysis of available communication channels and tools**

Interlinks among the target groups, stakeholders, partners and activities; communication channels and tools to deliver the message to a particular target group

- *Andriy Kyrchiv, Communications expert in Ukraine*

14:30-15:40 **Practical exercise on development of raising awareness campaign**

Work in groups

- *Moderated by Tatiana Derevyankina, CoM East Communications manager*
- *Andriy Kyrchiv, Communications expert in Ukraine*

15:40-16:00 **Coffee break**

16:00-17:00 **Role game on presentation of raising awareness campaigns action plans developed by groups**

- *Moderated by Tatiana Derevyankina, CoM East Communications manager*

17:00-17:40 **Presentation of case studies**

- *Andriy Kyrchiv, Communications expert in Ukraine*

17:40-18:00 Wrap up and summary

- *Tatiana Derevyankina, CoM East communications manager*

19:00-20:00 **Dinner**

14 October 2018, Site visits for Groups 1+2

Site visit to the successful projects implemented by municipalities

09:00-14:00 Meeting in the Vinnytsya City Hall, site visit to the RES boiler

14:00-15:00 **Lunch**

Departure of Group 1 participants

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Covenant of Mayors for Climate & Energy CoM East

14 October 2018, Workshop for Group 2

CoM East promotional activities and communication channels

15:00-15:30 **Welcome addresses and introduction to the workshop**

- *Alina Tymoshyk, EU4Energy representative in Ukraine*
- *Oksana Kysil, CoM East Country expert in Ukraine*
- *Tatiana Derevyankina, CoM East communications manager*
- *Andriy Kyrchiv, Communications expert in Ukraine*

15:30 - 16:00 Participants introduction and sharing expectations

Session: Context of communication support to the Signatories: EU CoM initiative, New Covenant and CoM East

16:00-16:20 **Presentation of the EU4Energy and CoM initiative, New Covenant and CoM East Project**

EU4Energy overview; CoM initiative, CoM East overall goal and objectives; CoM East core activities

- *Alina Tymoshyk, EU4Energy representative in Ukraine*
- *Tatiana Derevyankina, CoM East communications manager*

Q&A

16:20-16:40 **Climate change mitigation and adaptation measures: energy efficiency, renewable energy sources, CoM East developments in the country: current stay of play**

Local energy and climate policies development; CoM East Signatories' commitments; SECAPs development and implementation; progress monitoring

- Oksana Kysil, CoM East Country expert in Ukraine

Q&A

16:40–17:00 **Coffee break**

Session: How to communicate the Covenant to citizens?

17:00–18:30 **Planning CoM East raising awareness campaigns**

Dissemination activities, traditional, digital and social media relations, organisation of public events (incl. SEW, Energy Days, etc.), lessons learnt from SEW/Energy Days celebration in other countries(e.g. Belarus, Ukraine); increasing the EU, EU4Energy and CoM East visibility at public events

- *Tatiana Derevyankina, CoM East communications manager*

Q&A

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Covenant of Mayors for Climate & Energy CoM East

15 October 2018, Workshop for Group 2 (continued)

CoM East promotional activities and communication channels

Session: How to communicate the Covenant to citizens? (continuation)

09:00-09:30 **Analysis of available communication channels and tools**

Interlinks among the target groups, stakeholders, partners and activities; communication channels and tools to deliver the message to a particular target group

- *Andriy Kyrchiv, Communications expert in Ukraine*

09:30-12:00 **Practical exercise on development of raising awareness campaign**

Work in groups

- *Moderated by Tatiana Derevyankina, CoM East Communications manager*
- *Andriy Kyrchiv, Communications expert in Ukraine*

12:00-12:20 **Coffee break**

12:20-13:20 **Role game on presentation of raising awareness campaigns action plans developed by groups**

- *Moderated by Tatiana Derevyankina, CoM East Communications manager*

13:20-13:40 **Presentation of case studies**

- *Andriy Kyrchiv, Communications expert in Ukraine*

13:40-14:00 Wrap up and summary

- *Tatiana Derevyankina, CoM East communications manager*

14:00-15:00 **Lunch**

Departure of Group 2 participants